



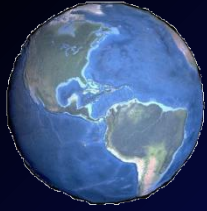
Global Food Traceability Pilot Update

10/08/2008

Craig Nelson

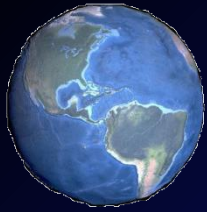
Craig.nelson@vigilistics.com

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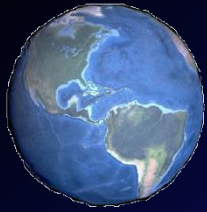
Global Food Traceability Pilot

Providing a base system for instant food identification, location and recall.



Global Food Traceability Pilot

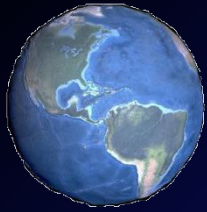
- **Status to date:**
 - **A working group has been formed.**
 - **Food manufacturers have been involved.**
 - **Industry groups have been briefed.**
 - **The Global Lot ID has been simplified.**
 - **Manufacturing sites have been surveyed.**
 - **Long term costs and impact has been studied.**
 - **A proof of concept data center is completed.**



Global Food Traceability Pilot

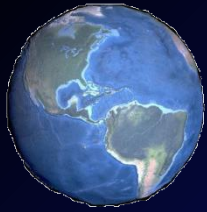
Working Group





Global Food Traceability Pilot

- **Food Manufacturers:**
 - Pilot has been presented at several conferences.
 - 80 – 100 Manufacturers have seen the pilot.
 - Large manufacturers have been met with.
 - Nestle, Foremost Farms, Darigold, Foster Farms.
 - Facilities were visited and plant management was surveyed .
 - Dean Foods, Utah - Ice Cream and Milk Plants



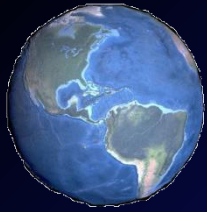
Global Food Traceability Pilot

➤ Industry Groups:

- International Dairy Foods Association (IDFA)
- International Deli Dairy Bakery Association (IDDBA)
- Grocery Manufacturers Association (GMA)
- California Cheese and Butter Association (CCBA)
- United Fresh Produce Association
- Center for Sciences in the Public Interest
- Institute of Food Technologists

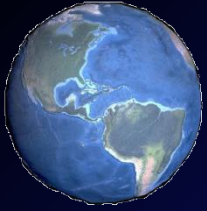
➤ Others kept briefed:

- Cong. Dave Obey (staff)
- Cong. Diana DeGette (staff)
- Cong. Rosa DeLauro (staff)
- Senator Herb Kohl



Global Food Traceability Pilot

- **System Concept:**
 - Everyone labels food with a common base ID.
 - Simple recall record keeping criteria is mandated.
 - Recall records are uploaded to a data center.

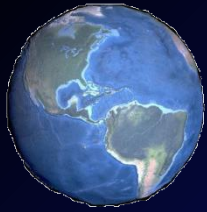


Global Food Traceability Pilot

What the Global ID would accomplish:

- Several foods need to have their contributing ingredients identified.

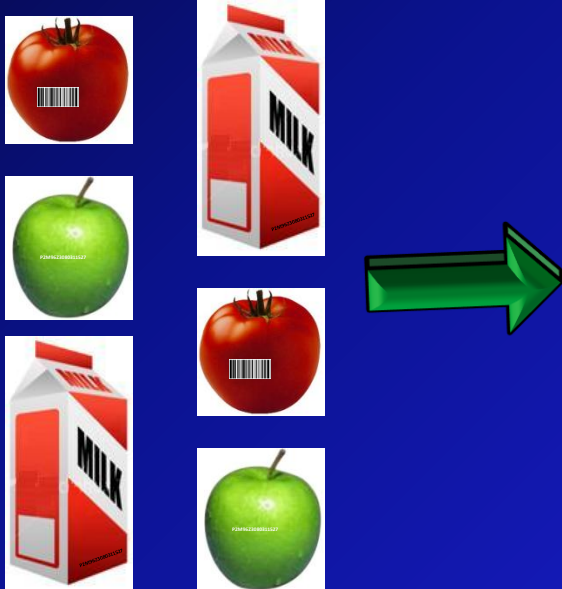




Global Food Traceability Pilot

Step one:

- Bar codes or numbers from packages are entered into a secured web site.



Internet Explorer

http://www.GlobalIDSecureSearch.org

Google

Global ID Secure Search Engine

Search for Common Source(s)

Product Timestamp Range

From (yyddd): 08001

To (yyddd): 08002

☐ Show as material hierarchy

Search for Common Source(s)

Enter Product Code to find sources:

IFFW44J080421938

IFJE48S080422344

IDxxxxxydddhmm

IDxxxxxydddhmm

IDxxxxxydddhmm

☐ Show calculated table joins

Find all Upstream Products

Enter Product Code to find sources:

IDxxxxxydddhmm

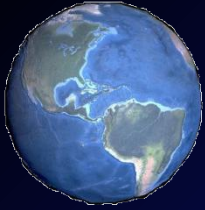
Search for Incomplete Records

Done

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Global Food Traceability Pilot

Step two:

- All contributing ingredients common to the food products are identified, from farm to final product.

Internet Explorer

http://www.GlobalIDSecureSearch.org

Google

Global ID Secure Search Engine

Global Traceability Proof of Concept
Trace Product Records
Components Page

13 Common Product Component(s) Found!

Common Product IDs	Contacts
F04DBRS080412254 F04DBRS080422221	FacilityName: Meadow Farm
	Address1: 2000 Meadow Parkway
	Address2:
	City: Meadow
	State: SC
	ZIP: 27511
	First Contact: Tom Petty
	Email: tpetty@google.com
	Phone: 919-382-8336
	2nd Contact: Ozzy Osbourne
	Email: oz@yahoo.com
	Phone: 919-412-1122
	3rd Contact: Billy Idol
	Email: bidol@hotmail.com
	Phone: 919-555-1212
	FacilityName: Hill Farm
	Address1: 2000 Hill Parkway
	Address2:

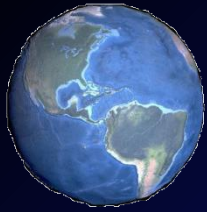
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Internet Explorer

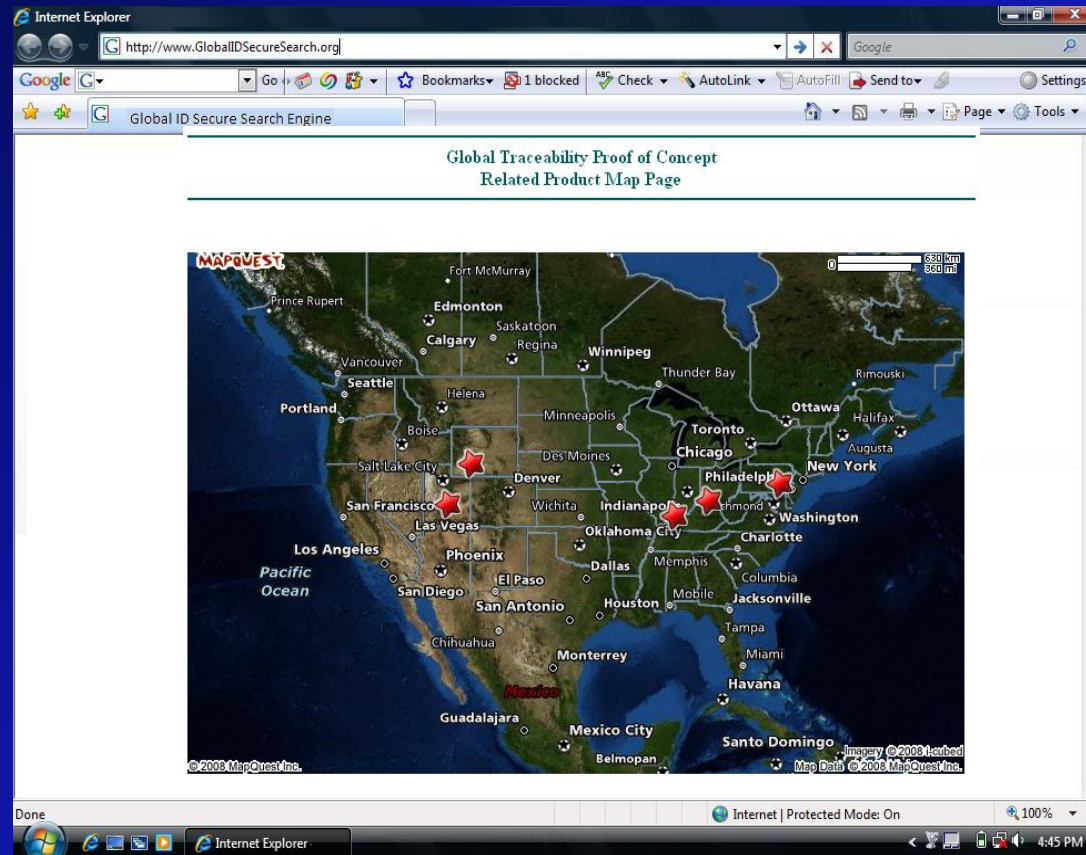
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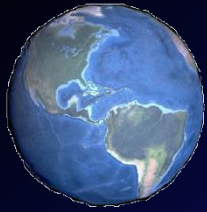


Global Food Traceability Pilot

Step three:

- All products containing these ingredients are identified. Companies are called to recall products.

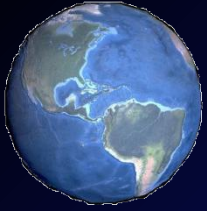




Global Food Traceability Pilot

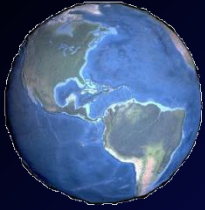
➤ Other system capabilities:

- Country of Origin listing for every step in the food chain.
- Trace ability from source to all final products.
- Trace ability from final product to all sources.
- Industry's additional information can be added as desired.
- Uninvolved companies can be eliminated quickly.
- Correct companies can be alerted within minutes.



Global Food Traceability Pilot

- **How this system works:**
 - **Everyone labels food with a common base ID.**
 - **Simple recall record keeping criteria is mandated.**
 - **Recall records are uploaded to a data center.**

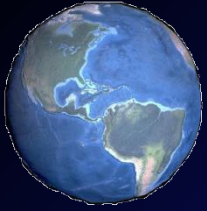


Global Food Traceability Pilot

- When product is made, Global ID is applied.
 - Several food manufacturers were visited, no additional labeling was needed.

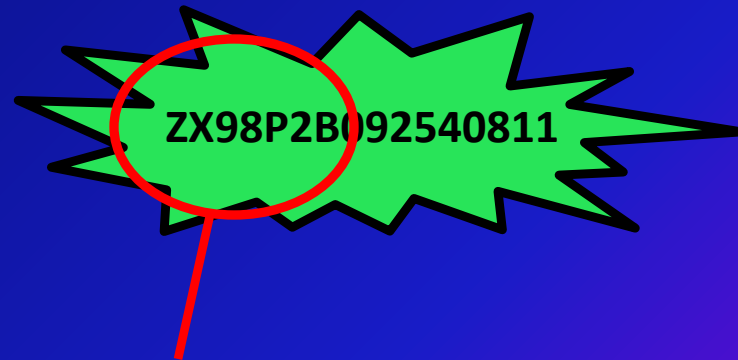


Assigned Country Code
36 Possibilities, 62 if Upper
and Lower Case are Used.

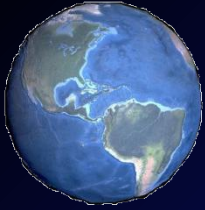


Global Food Traceability Pilot

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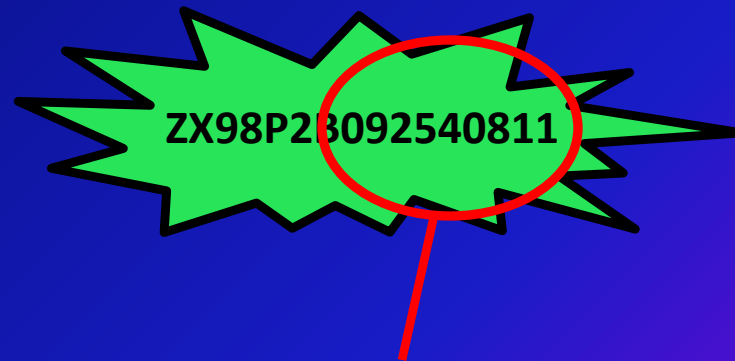


Assigned Line ID, including Country
Code - 7 Characters
78,000,000,000+ Possibilities



Global Food Traceability Pilot

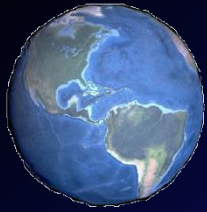
- When product is made, Global ID is applied.
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Julian Date & Time

Two Digit Year, Time in Minutes

Creates a Unique Lot Number



Global Food Traceability Pilot

- **Simple Record Keeping is Mandated.**
 - Each manufacturer records the Global ID's they made, and the Global ID's they consumed to make each product.

Product: ZX98P2B092540811

**Contains: P2M96Z3080311527
5YUTK56093541359
98EW12S081542032
Q3A8BJ1080991442
DV7P257081321108
2NT4L05080112315
P9OXZ23093612215
GHFC7N1081742135**

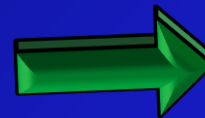


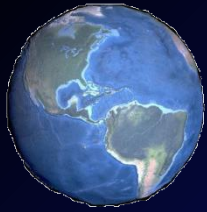
Global Food Traceability Pilot

- **Records are uploaded to central data center.**
 - Records can be typed, batched, or automatically transferred.

Product: ZX98P2B092540811

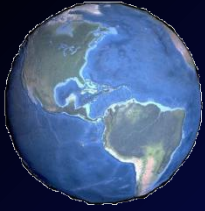
Contains: P2M96Z3080311527
5YUTK56093541359
98EW12S081542032
Q3A8BJ1080991442
DV7P257081321108
2NT4L05080112315
P9OXZ23093612215
GHFC7N1081742135





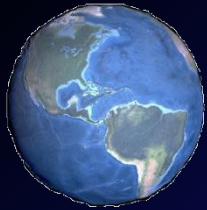
Global Food Traceability Pilot

- Our findings in manufacturing visits:
 - Existing product labeling will work.
 - Labor to comply with this system would be minimal.
 - Initially 4 hrs/day, 45 min/day per facility later.
 - Reaction was 100% positive by quality and management.
 - Ingredient to final products would be more accurate.
 - Country of origin identification would be a big plus.
 - No exposure of formulas or proprietary information was praised.



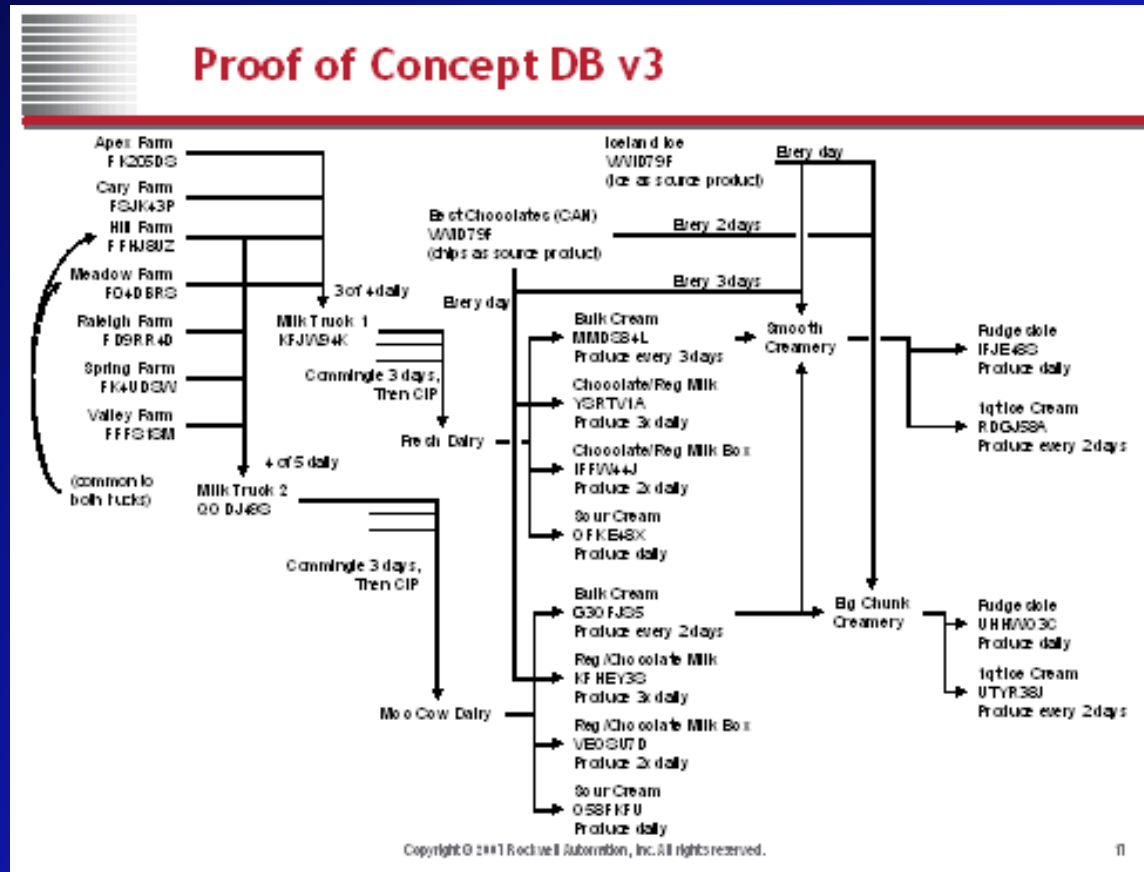
Global Food Traceability Pilot

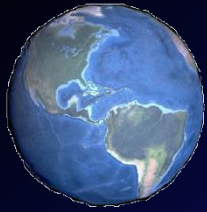
- **Proof of Concept Data Center is Complete:**
 - Rockwell Automation created and hosted data center.
 - Actual manufacturing conditions were simulated.
 - A complex model of manufacturers were created.
 - Over 25,000 food and ingredient records were created.
 - The POC Pilot included other countries for testing.
 - Several investigative search concepts were tested.
 - Cost estimates for a full system were researched.



Global Food Traceability Pilot

- Food transportation and manufacturing was modeled:





Global Food Traceability Pilot

➤ All functions of the full system were simulated.

Internet Explorer

http://www.GlobalIDSecureSearch.org

Google

Global ID Secure Search Engine

Global Traceability Proof of Concept
Trace Product Records
Related Products Page

Related Lines & Product IDs	Contacts
IFFW44J080401639	FacilityName: Fresh Dairy
IFFW44J080401738	City: Fresh
IFFW44J080412225	State: NC
IFFW44J080412339	First Contact: Jethro Tull
IFFW44J080421938	Email: tull@google.com
IFFW44J080422257	Phone: 919-382-8336
IFJE48S080422344	FacilityName: Smooth Creamery
	City: Smooth
	State: NC
	First Contact: Rolling Stones
KFHEY3S080420357 KFHEY3S080421936	Email: rs@google.com
	Phone: 919-382-8336
	FacilityName: Moo Cow Dairy
	City: Moo
	State: SC
	First Contact: AC DC
	Email: ACDC@google.com
	Phone: 919-382-8336

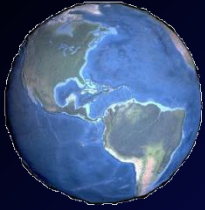
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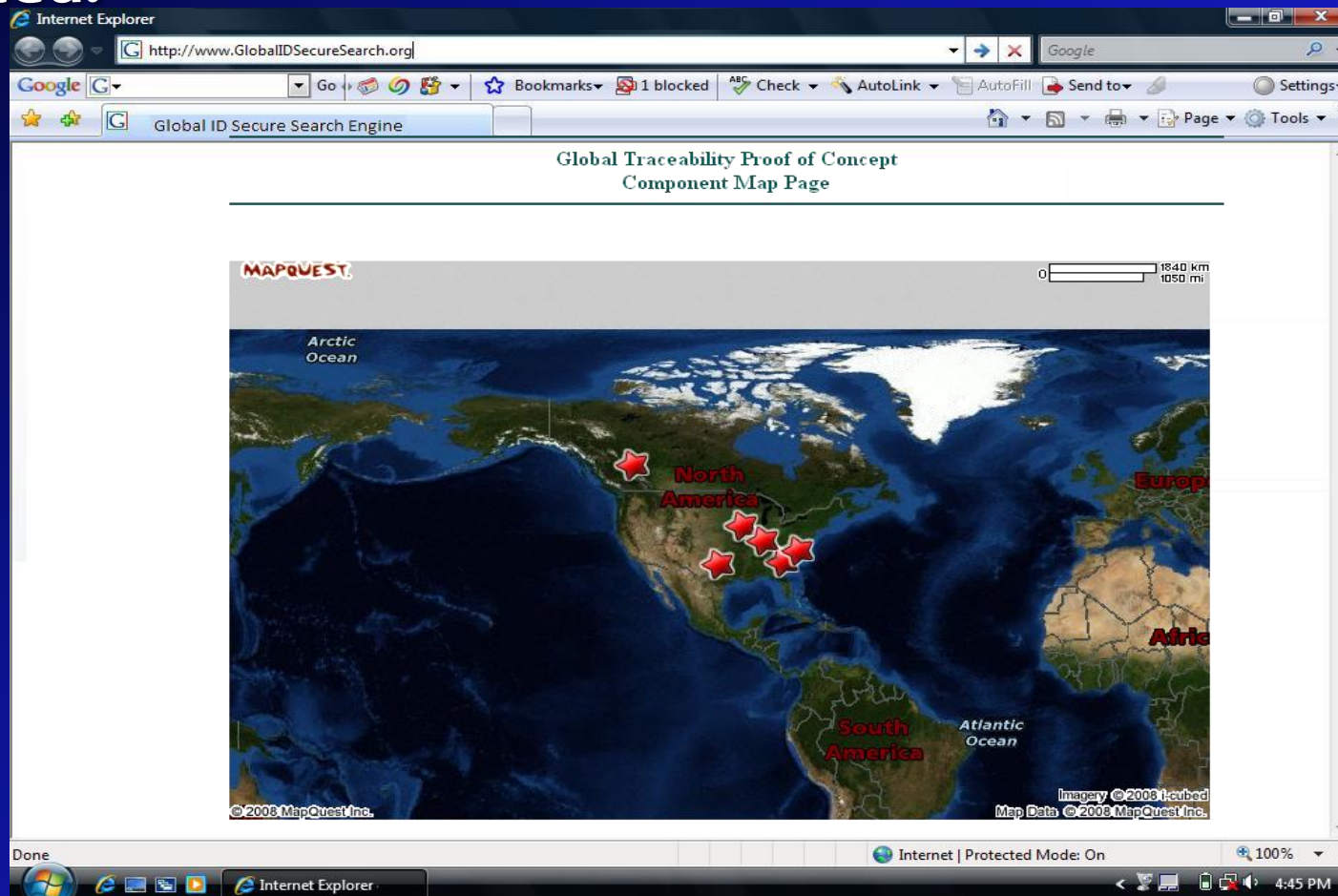
Internet Explorer

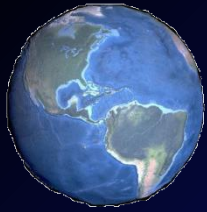
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Global Food Traceability Pilot

➤ Advanced investigation and identification was tested.





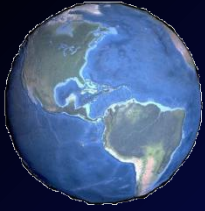
Global Food Traceability Pilot

➤ Next Steps:

- Live Pilot with a segment of America's food supply.
- Small funding to defer costs to the companies involved.

➤ What's Ready:

- Dean Foods have agreed to use their facilities and staff.
- Dean Foods have talked to their suppliers. All agreed.
- Dairy Farmers of America have agreed to participate.
- Dairy Farmers of Arizona have agreed to participate.
- Several other entities have agreed to participate.



Global Food Traceability Pilot Update 10/08/2008

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